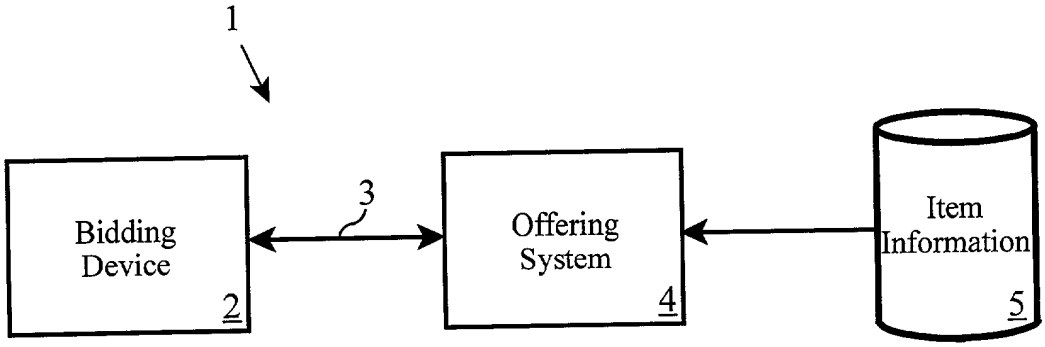

Figure 1

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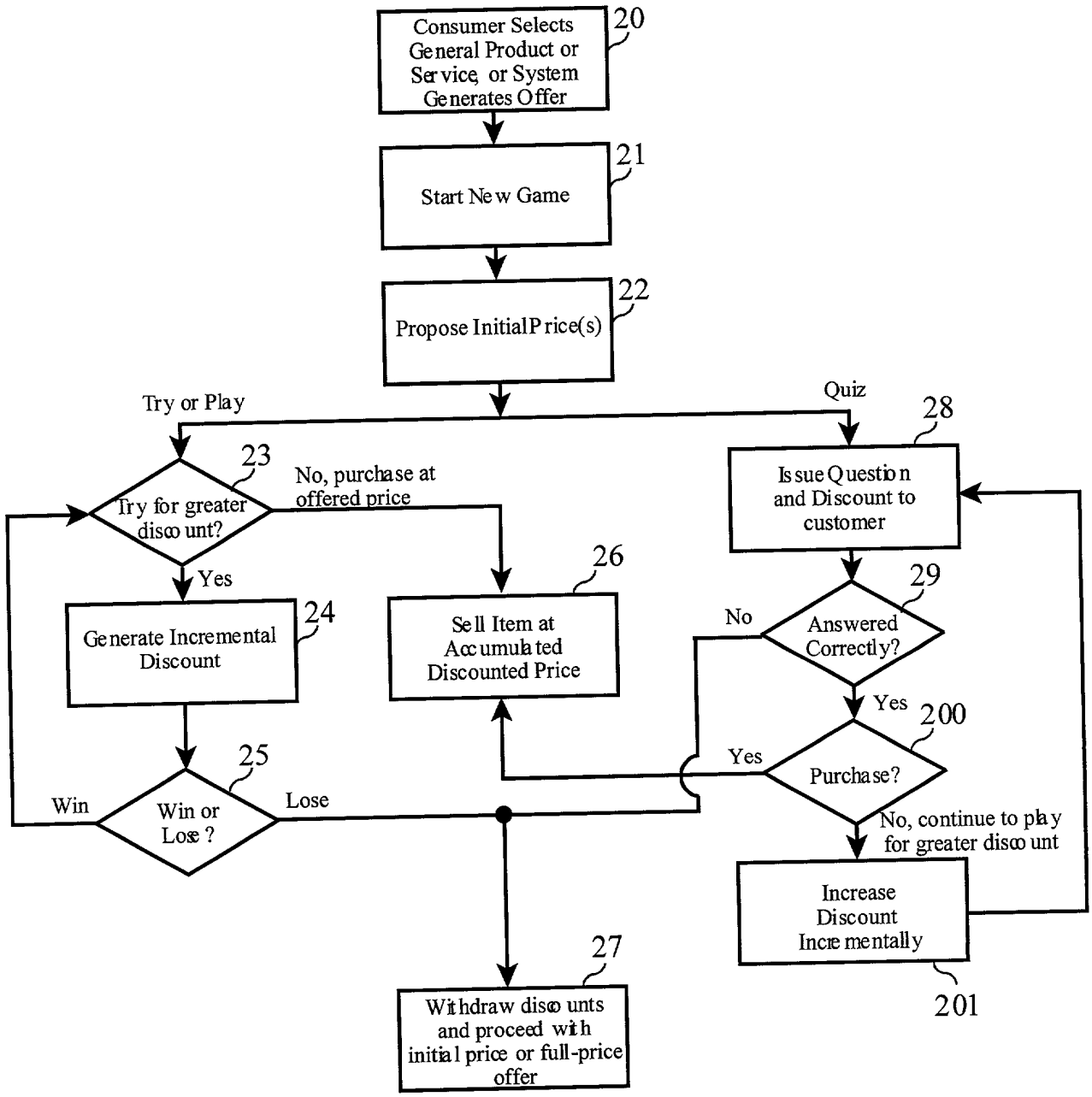
Consumer Selects General Product or Service, or System Generates Offer
20
Start New Game
21
Propose Initial Price(s)
22
Try or Play
Quiz
28
23
Try for greater discount?
No, purchase at offered price
Issue Question and Discount to customer
Yes
26
29
Generate Incremental Discount
24
Sell Item at Accumulated Discounted Price
No
Answered Correctly?
Yes
200
25
Yes
Purchase?
Win
Win or Lose ?
Lose
No, continue to play for greater discount
Increase Discount Incrementally
201
27
Withdraw discounts and proceed with initial price or full-price offer

Figure 2

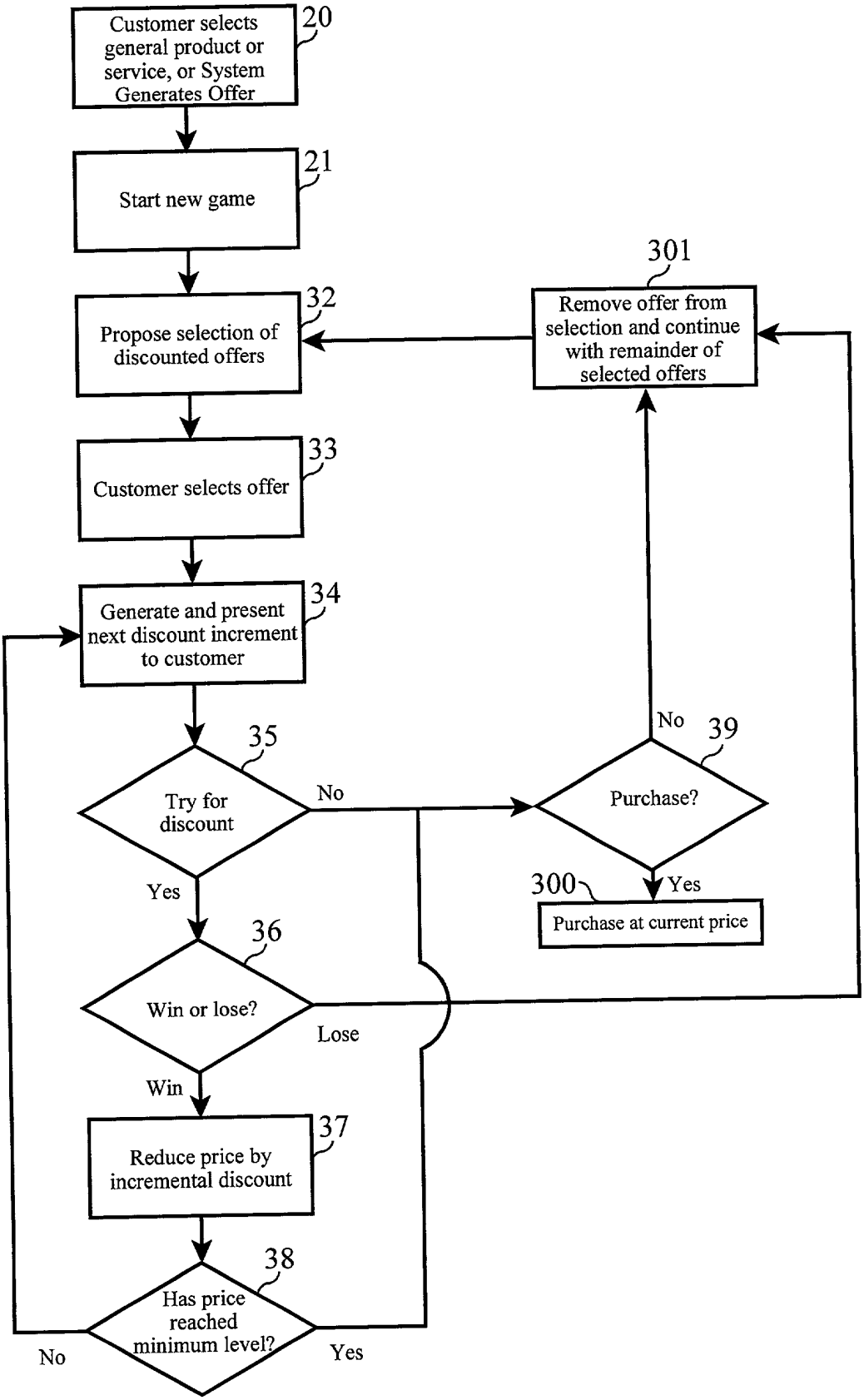
Customer selects general product or service, or System Generates Offer
20
Start new game
21
Propose selection of discounted offers
32
Customer selects offer
33
Generate and present next discount increment to customer
34
Try for discount
35
No
Yes
Win or lose?
36
Lose
Win
Reduce price by incremental discount
37
Has price reached minimum level?
38
No
Yes
Purchase?
39
No
Yes
Purchase at current price
300
Remove offer from selection and continue with remainder of selected offers
301

Figure 3